

Message Text

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PAGE 01 STATE 218358

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TO ALL DIPLOMATIC AND CONSULAR POSTS

UNCLAS STATE 218358

INFORM CONSULS

E.O. 11652: N/A

TAGS: BEXP, OTRA, XX

SUBJECT: FOREIGN BUYER PROGRAM (FBP); REVISED SCHEDULE
OF U.S. TRADE SHOWS FOR FY76

REF: A. STATE A-517, A-2373; B. A-2310
C. STATE 140279

1. THREE U.S. TRADE SHOWS HAVE BEEN ADDED TO THE FY76
SCHEDULE (REFAIRS A) FOR SUPPORT UNDER THE FOREIGN BUYER
PROGRAM AS FOLLOWS: (A) FEBRUARY 1-5, 1976--CONCRETE
AND AGGREGATES SHOW, ASTRODOME/ASTROHALL, HOUSTON, TEXAS;
(B) APRIL 28-30, 1976--SOUTHERN FURNITURE MARKET, HIGH
POINT, NORTH CAROLINA; (C) MAY 10-13, 1976--COAL SHOW,
COBO HALL, DETROIT, MICHIGAN.

2. DESCRIPTION OF SHOWS FOLLOW: (A) CON/AGG SHOW IS
LARGEST EXPOSITION OF ITS KIND RELATED EXCLUSIVELY TO
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PAGE 02 STATE 218358

PRODUCTION AND APPLICATION OF CONCRETE AND BUILDING

AGGREGATES, WITH FULL RANGE OF TECHNICAL SESSIONS AND LECTURES ON LATEST DEVELOPMENTS PRESENTED BY NOTED AUTHORITIES IN CON/AGG FIELD. IN VIEW OF CURRENT WORLDWIDE INTEREST IN CONSTRUCTION THE SHOW IS CONSIDERED IMPORTANT ADDITION TO FBP SCHEDULE. CON/AGG SHOW WAS

PREVIOUSLY ANNOUNCED (REFAIR B) AS VIP SHOW BY USTS. POSTS HAVING ALREADY REQUESTED BROCHURES FOR THIS SHOW NEED NOT REPEAT REQUESTS UNLESS ADDITIONAL BROCHURES NEEDED. OTHER POSTS WISHING TO PROMOTE THE SHOW ARE REQUESTED TO CABLE BROCHURE REQUIREMENTS SOONEST; (B) FURNITURE MARKET - U.S. MANUFACTURERS WILL DISPLAY MORE THAN 1,000 LINES OF INTERIOR HOME FURNISHINGS, FURNITURE AND ACCESSORIES FOR SALES TO WHOLESALERS/ RETAILERS. WHILE TOTAL SHOW IS NINE DAYS DURATION, THE LAST THREE DAYS INDICATED (APRIL 28-30) WILL BE DEVOTED TO FOREIGN BUYER ATTENDEES IN ORDER TO FACILITATE ALLOCATION OF HOUSING AND ASSURE PRESENCE OF INTERNATIONAL PERSONNEL AT DISPLAY BOOTHS; (C) COAL SHOW - IS AMERICA'S LARGEST DEVOTED TO COAL MINING EQUIPMENT, SERVICES, IDEAS AND TECHNOLOGY. MORE THAN 300 MANUFACTURERS WILL DISPLAY PRODUCTS RANGING FROM MINE LAMPS TO HUGE MINING EQUIPMENT AND OFF-HIGHWAY VEHICLES, INCLUDING EXPLORATION, MINING, PROCESSING, ENVIRONMENTAL, WASTE DISPOSAL AND RESEARCH AND DEVELOPMENT. TECHNICAL SESSIONS WILL COVER MANY TOPICS OF INTEREST TO COAL OPERATORS, TECHNICIANS AND SERVICE INDUSTRY PERSONNEL. DUE TO THE CURRENT ENERGY SITUATION, THE COAL SHOW IS CONSIDERED A MAJOR TRADE EVENT FOR COAL PRODUCING NATIONS.

3. THESE ADDITIONAL THREE SHOWS MAKE A TOTAL OF 15 EVENTS SCHEDULED FOR FBP SUPPORT IN FY76 ANNOUNCED IN REPAIRS A (THE INTERNATIONAL ENERGY ENGINEERING EXPO WAS CANCELLED BY REFTEL C). DETAILED INFORMATION ON CON/AGG, COAL AND FURNITURE SHOWS WITH WRAP-UP OF FY76 SCHEDULE FOLLOWS BY AIRGRAM SOONEST.

4. ACTION REQUESTED: POSTS ELECTING TO PROMOTE EITHER OR ALL ABOVE SHOWS ARE REQUESTED TO ADVISE COMMERCE THE NUMBERS OF BROCHURES NEEDED SOONEST.
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PAGE 03 STATE 218358

5. FOR INFORMATION OF THOSE POSTS PROMOTING 6TH ANNUAL NATIONAL BUILDING SHOW, CHICAGO, OCTOBER 21-23, 1975, COMMERCE RECEIVING LIMITED EXHIBITOR INTEREST IN DISCUSSING INTERNATIONAL TRADE AT SHOW. TO DATE, ONLY 32 RESPONSES RECEIVED FROM 125 EXHIBITORS. KISSINGER

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